"Boys Town" Goes Second Week, Loew's, Toronto

CANADIAN MOVING PICTURE DIGEST

RAY LEWIS
Editor and Publisher

Vol. 30, No. 26 | TORONTO 2, CANADA | October 15th, 1938

EXTRA!

(See Inside Cover)

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The LION'S ROAR

Our editorial this week is reprinted in its entirety from the INDEPENDENT EXHIBITORS FILM BULLETIN.

Only the quotation marks are ours. Here's the editorial:

"TO METRO'S CREDIT. . .

"In an industry wracked with seeming endless inter-branch antagonism and baiting, it is pleasant to hear the virtual unanimity of exhibitor good will enjoyed by at least one distributor.

"One might suppose that its very position at the pinnacle of the industry would make Metro-Goldwyn-Mayer the most ruthless and arrogant of all film companies. Yet, this company displays greater consideration for its customers than any other.

"During the film selling season hardly a week passes but what at least one irate exhibitor writes or calls us asking how he might go about suing some distributor for selling away a product he has long played. Of course, we point out the right of any company to sell to whom it desires, providing no conspiracy can be proven. But what strikes us is the absence of complaints on this score against Metro.

"This company, it seems, places some value on good will. Many cases are known in which Metro persistently has remained faithful to old customers, regardless of opportunities to get greater revenue from new competitors. The fact that a theatre which has played M-G-M pictures in the past, has exploited its stars and its trade mark apparently enters quite prominently into the considerations of this company's sales executives.

"It is to the everlasting credit of M-G-M that it sets a fine example for other distributors in this respect. What a pity some of them refuse to follow!"

Independent EXHIBITORS FILM BULLETIN

★ ★ ★ ★ ★

OH MICKEY!

"STABLEMATES" (*a beloved American favorite Wally Beery welcomes a new star!*) is the next step in Mickey Rooney's march to become the greatest box-office draw America has ever known. A worthy follow-up to "Boys Town" is "Stablemates" and then "Out West With The Hardys." Nice going Mickey!

EXTRA! "BOYS TOWN" TERRIFIC!
EXTRA! "TOO HOT TO HANDLE" WOW!
EXTRA! "SWEETHEARTS" PREVIEW HIT!
EXTRA! "STABLEMATES" SURE-FIRE!
EXTRA! "GREAT WALTZ" TRIUMPH!
EXTRA! "THE CITADEL" SENSATIONAL!

We could go on and on, but you get the idea! In fact a few exhibitors who were out to lunch when our salesman called are now frantically signing up. Nobody would want to pass up a single one of the above pictures. Nor the jolly hits ahead. Leo believes in modesty up to a certain point, but honestly you can't blame him for the swelled chest (not swelled head, folks!) Contracts talk! Listen: MORE M-G-M EXHIBITORS NOW THAN EVER BEFORE AT THIS PERIOD!

★ ★ ★ ★ ★

"Sweethearts of the day"

THE TOPS!

We used to think a barrel of monkeys was fun until we dropped into the big Broadway Capitol and listened to the packed audience enjoying Clark and Myrna in "Too Hot To Handle." *There's* a show for folks of all shapes and sizes! A natural! And naturally it's a clean-up! "Entertainment you'll chuckle over for days to come," said the Daily News, echoing all the critics of Broadway, N. Y., and your Broadway too, Mr. Showman. Holdovers: New York, Philly, Salt Lake, Harrisburg, Indianapolis, Wilmington, Houston, Atlanta, New Orleans and everywhere as we roar to press.

★ ★ ★ ★ ★

TELEGRAM FOR LEO!

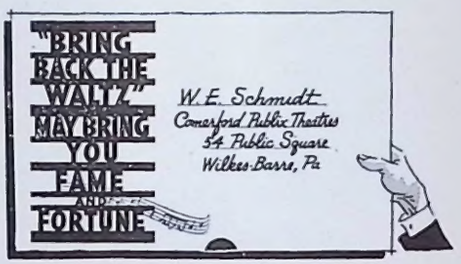
"SWEETHEARTS sensation last night's preview in Pomona. Jeanette MacDonald and Nelson Eddy thrilled audience. Victor Herbert music and numbers tremendous. Picture packed with entertainment and breath-taking with brand new spectacle ideas. Technicolor beautiful. Definitely tops 'Rose Marie', 'Maytime' all other MacDonald-Eddy triumphs and another resounding hit in Metro-Goldwyn-Mayer's Greatest Year."

★ ★ ★ ★ ★

BOX-OFFICE FLASH!

By wire from California to "Box-Office" magazine: "'Vacation From Love' rowdy romantic fare, fast moving entertainment, well up to Leo's standard."

★ ★ ★ ★ ★


"BRING BACK THE WALTZ" MAY BRING YOU FAME AND FORTUNE
W. E. Schmidt
Comerford Public Theatres
54 Public Square
Wilkes-Barre, Pa

DID YOU GET YOURS?

Ask M-G-M for the broadside (*above*) also Exhibitors Service Sheet telling the complete story of one of the greatest promotions since the first Manager hired that elephant from his local zoo! "THE GREAT WALTZ" COMPETITION has begun. In 48 states local contestants are waltzing in the hope of getting one of the 87 pretty prizes, topped by the first prize: THREE MONTHS CONTRACT AT M-G-M STUDIOS! 48 State Trophies (*above*) will be awarded. These winners will compete in 12 Zone Semi-Finals and the winning couple from each Zone (*24 lucky waltzers*) will be brought to New York for the whirlwind finals.

You don't have to wait for your "Great Waltz" playdate. (*By the way, the picture is finished and our trusted scouts tell us it's a honey!*) Every M-G-M theatre can enter and its local winner then enters the State contest.

Nice promotion, say our exhibitor friends. Plus "THE GREAT WALTZ" nationwide posting of thousands of 24-sheets in 1200 cities!

What with one thing and another, there's plenty of dancing on Film Rows . . .

With that merry, musical fellow leading the gayety.

They call him

THE WALTZING LION.

Leo

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RAY LEWIS
Editor and Publisher

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Easy to Digest"

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Telephone: WAverley 4929
Cable: Raydigest

Correspondents:
J. J. Conklin, Winnipeg.
Dennison Thornton, London.
Ward Shaftesbury, London.
Leon S. Stone, Australia.
Alice T. Fairweather, Saint John, N.B.

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SHOOT WITHOUT A GUN

WHEN the Munich Pact was only in the brains of the four men, who as the Four Big Powers, signed it, the News Reels of our Industry mobilized and prepared to shoot, if not with a gun, with a Camera. We can still serve without a gun, by advocating the cause of Democracy.

Awake You Power of the Screen! Why do you, armed to the teeth, permit the people whom you serve, to become victims of Naziism and Fascism, when it is within your power, by telling the truth, to shoot, without a gun, these "isms" which are the Antichrist, which would dehumanize humanity, and turn this world of ours into a Hell?

Get this straight, as they say in our everyday vernacular — Anti-semitism is another name for Antichrist. The Jew is the symbol of Jesus; and when the Nazis seek to destroy The Jew, it is the Old and New Testament, which preaches Democracy, International Friendships and the Brotherhood of Man, which the Nazis seek to destroy!

The Catholic, the Liberal, the Socialist, are all followers of the Old and New Testament, they are the enemies of Naziism and Fascism; that is why these "isms" seek to destroy them and the faith of the people who believe in their Truths!

Read your Bible and you will see that the coming of the Antichrist has been prophesied, and that the people have been warned to recognize it beneath its mask of Dictatorship!

If The Jew and The Catholic, as Individuals in the country of Naziism, were the only obstacles in the way of the regime established, the latter, which set up False Gods for the people to worship, the Dictators would rest, content to suppress Judaism and Christianity within their own country, as did the Greeks and Romans in the early days of Christianity.

But this is not the purpose of these Dictators, who seek to destroy the Socialism, the Democracy of the world founded on The Ten Commandments and The Sermon On The Mount.

This is the religious war of the prophecy, and Hitler is The Devil, The Antichrist, arrayed against Jehovah and The Christ!

On whose side are you, Oh Power of The Screen? They are stoning and murdering our priest, our teachers! Will you use the Screen to save them?

There is a middle path, the Path of Democracy; it takes, but it gives; it is the balance between Labour and Wealth; it is what Moses and Jesus, the latter the greatest Socialist who ever was born, preached thousands of years ago to make life worth living.

Do you choose to follow Jesus, The Jew, or Hitler, The Nazi? There is no compromise between these two, for one is The Christ and the other The Antichrist, hiding his horns under a helmet of Anti-semitism!

We are in a state of War. Shoot cameras, without a gun, and shoot "to make the World safe for Democracy"!

RAY PRESENTS

RAY LEWIS

NEW YORK, city of ten millions of people, of all races, of all creeds, of all religions!

City of Big Ideas, of Big Humanities, of Big Business and Big Failures, but nevertheless, Big City of "My country 'tis of thee, sweet land of liberty" — City of Democracy!

A visit to the offices of the major companies, where the Big Men are never too busy to talk to you! One discusses the European situation and motion pictures, passing from Dictators to Stars with but the interlude of a few brief sentences.

Coming so recently from Europe, Europe which like Lot's wife looks back on that which is past, one feels that here in America, Democracy is in the making, and that the horrors of 'Over There' can't happen here!

One feels that here, where Democratic Governments and Institutions still live, we will perfect this Business of Living, giving it that grace, that chivalry which knows how to live and let live.

The American continent symbolizes the Youth of Nations, Youth with its future ahead, and no memories of past glories to emulate, nor of past sins which remorse must compensate.

HOW amusing to us are the reported sins of Hollywood, when we think of the Sins of Europe — with its controlled Screen. How good to us appears this America of ours, the Showman's paradise, and the Mecca to which the Arts and Sciences now turn, because here Art and Science have no race, no creed, nor colour restrictions that have been legislated into the Constitution of the United States, or of Canada.

I went to see Maurice Schwartz's production of Sholem Asche's "Three Cities" — a colossal undertaking by Mr. Schwartz, who dramatized the book, and the Yiddish Art Theatre which staged it.

"Three Cities" is in two acts, and 25 scenes, all managed through the use of a revolving stage, with settings by Samuel Leve. This revolving stage may yet be used for Screen productions, revolutionizing the direction of pictures; and making it possible to produce a story consecutively.

In interviews which I have had with stage stars, such as John Gielgud, Walter Huston, etc., these players have said, that acting for the Screen was like a succession of rehearsals, the player had no complete conception of the character which he portrayed, the characterization was only a finished portrait in the mind of the director.

IF it were possible to direct a picture to tell its story consecutively, and where the screen story unfolded itself as did a stage production, would not such a picture reach a greater state of perfection and at a much reduced cost?

Looking at the change of scenes used in "Three Cities", the amount of massive material presented, enough change of scene, and action for three screen productions, it occurred to me that the process of picture production might be due for a change.

But to return to "Three Cities", which has an abundance of meaty substance for the digestion of Movie Patrons, it looks as if Maurice Schwartz will repeat with this drama, the success of that classic, "Yoshe Kalbe".

"Three Cities" has for its background, St. Petersburg during the period of its commercial and industrial expansion, Warsaw just prior to the world war, with its social unrest already fomenting a revolution, and Moscow during and after the Revolution which came.

The drama, as it unfolds its story, displays a succession of pictorial and spectacular climaxes, resembling in some of its groupings, the conception of a Rubens, who has used a large canvas and palette to present a tragedy of events, and who has pyramided the human emotions!

The cutting of such a story has been difficult, and therefore the drama was weighed down with the bounty of its treasury, making the play too much to absorb, and dragging the flights of its action.

When the sacrifice of cutting has been made, Maurice Schwartz will have another triumph to add to his fame.

JACOB BEN AMI, well-known on the English-speaking stage, returns to the Yiddish Theatre in the character of "Zachary", a young man who would save the world, having redeemed himself, but, who would accomplish this salvation without the sword.

Zachary is the idealist of the bloodless revolution. Like all such revolutionists, he is destroyed but the spirit of his service goes marching on!

(*Continued on Page 7*)

"Room Service" Garners Excellent $8,500, Albee, Providence, R.I.

PLANS COMPLETED FOR TORONTO FILM PARADE

PLANS have been completed for the Motion Picture Street Parade to be held in Toronto Saturday morning, October 22nd. Considerable opposition has been met by the various film exchanges in the city, with only Paramount and Regal Films agreeing to cooperate. However, despite the desire for floats from the distributors, the Parade will be held. Floats have been promised by Loew's, B. & F., Associated Theatre, Independent Theatres, Associated Screen News, Operators' Union, Famous Players, Regal Films, and Paramount. There should be at least 12 attractive floats in the Parade, with anywhere from 25 to 100 decorated automobiles also taking part. Parade is scheduled to start at the head of Yonge Street, proceeding down Yonge to St. Clair and turning West on St. Clair along to Runnymede. At Runnymede the Parade turns South to Bloor Street, and along Bloor to Danforth to Main. Then South to Gerrard and East on Carlton and College to Spadina, probably breaking up at Queen's Park. Length of the route is estimated at 20 miles, and it should take the total procession about 15 minutes to pass any given point. Colours of decorations will be confined to black and orange. It has been conceded to the Independents that no mention of the Movie Quiz will appear on any float or car. At least 30 special 24 sheets with the motto, "Toronto Welcomes Motion Pictures' Greatest Year" will be put up in prominent spots in the city, and permission has been obtained from the Police Dept. to place four across-the-street banners at prominent corners. Regarding the expense, each company or association supplying a float, and each owner supplying a decorated car, will pay their own expenses. The cost of the 24 sheets, banners, bands, etc., will be met from a common fund. The Committee has made a tentative assessment of two cents per seat on all Toronto theatres for this purpose. It is planned to have about four or five bands on floats in the procession. The time of the Parade will be from 8.30 A.M. to 11 A.M. Any further information on the Parade can be obtained from E. H. Wells, Elgin 0875, Toronto.

THEATRE GOES BEGGING

Streetsville, Ont. — There were no bids for Streetsville's only theatre, when it was put under the auctioneer's hammer last Saturday. The building was offered at public auction to satisfy taxes owed to the municipality.

Stop ! Look ! Listen !

George J. Schaefer, Vice-President and General Sales Manager, United Artists, resigns; reports indicate that he will be appointed new President of RKO Radio following re-organization; Maurice Silverstone, executive head of U.A. announces that nobody will be appointed to succeed Schaefer; Harry Gold, as Eastern Division Sales Manager, and Jack Schlaifer, as Western Division Manager, will have complete charge of the company's domestic sales organization, including Canada . . . All major distributors discontinue film shipments and selling services to Italy; offices to remain open until Dec. 31 . . . Gabriel Pascal, British producer of Bernard Shaw's "Pygmalion", will make either Shaw's "Devil's Disciple" or "Caesar and Cleopatra" for Metro-Goldwyn-Mayer . . . American newsreels spend $50,000 in preparations for covering European war which never came off . . . New South Wales introduces legislation designed to enforce film quota on American films . . . M-G-M to continue "Good News" radio program after expiration of present contract . . . Amusement stocks appreciate $107,805,500 since Sept. 28 . . . Sam Engel, formerly with 20th Century-Fox, joins Paramount rolls as producer . . . Barbara Stanwyck and Joel McCrea set in leads for Cecil B. DeMille's "Union Pacific" . . . U.S. Supreme Court refuses to review Perelman Philadelphia duals case, upholding decision of District Court and Circuit Court of Appeals, which prohibited majors from inserting in exhibitor contracts provisions against dualing their feature length films . . . Edward L. Alperson elected Vice-President in charge of distribution of new Grand National . . . Leo Spitz, President of RKO Radio, and W. F. Rodgers, General Sales Manager, will be two of the principal speakers at the MPTOA convention in Oklahoma City . . . "Marie Antoinette" goes third week, Palace Theatre, Montreal . . . Columbia Broadcasting System honors H. V. Keltenborn for his expert coverage of recent European crisis.

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STRAND, KIRKLAND LAKE, REOPENS AFTER RENOVATION

MESSRS. Hyman and Max Kaplan, President and Secretary-Treasurer respectively of Kirkland Amusements Ltd., of Kirkland Lake, Ont., got themselves a four-page theatre section in the Northern News of Kirkland Lake, devoted almost exclusively to congratulations from local merchants and tradespeople on the new, rebuilt Strand Theatre. The Kaplans have been in show business in Kirkland Lake since 1919, having started with the old Lyric Theatre, three years later blossoming out into the Strand. In 1930 they built the Capitol, and in 1935 the Uptown. Both the last two mentioned have been modernized recently, and with the completely renovated Strand, the Kaplans now have three up-to-date showplaces in this thriving mining centre. Editorial comment in the Northern News on the Strand reads as follows: "The Strand Theatre, as it stands today, is the most modern in the theatre world. Of distinctive modern classic design, it lacks the gilt and gingerbread effects of some years ago, the straining at an effect something between the Taj Mahal and the Toronto Union Station, and its tone is for quiet and comfort above everything." Congratulations, Messrs. Hyman and Max Kaplan!

THEATRE CELEBRATES NINTH ANNIVERSARY

Belleville, Ont.—The Belle Theatre, Belleville's popular motion picture showplace, celebrated its ninth anniversary last week, with Mr. George Forhan receiving the congratulations of his patrons. Only two of the theatre's original staff are now on duty at the Belle, these two being Mr. Forhan and Barrett Fralick, theatre projectionist. Appreciation of the splendid patronage afforded his theatre during the past nine years, was expressed by its popular manager. "'Belle Courtesy Always' has been our slogan, and that still stands today," said Mr. Forhan. "We have always tried to give Belleville and district theatre-goers the best in entertainment, and the fact has been appreciated by the splendid response on the part of the entertainment public. I hope that the many pleasant associations made will continue."

THEATRE ROBBED

Toronto, Ont.—A safe in the Brock Theatre, operated by J. Alexander, was forced open, and $36 stolen early Tuesday morning. The thieves broke in a rear door.

"Too Hot To Handle" Burns Up The Box-Office With $16,000 1st Week, Century, Baltimore

Washington Film Digest

By MILTON F. LUNCH

MACKENZIE-KING MAY SIGN NEW CANADIAN-AMERICAN TRADE PACT

Washington, D.C., Oct. 12—(CTP)

INDICATION forecasts that the British-American trade treaty is to be signed in the immediate future were discounted this week by State Department informants.

A State Department official indicated that Great Britain was still to be heard from for final answer on all important articles in the treaty. It was further indicated that the ticklish Motion Picture question was still among those being negotiated in the pending Anglo-American trade pact.

Certain reports of mid-week had the treaty due for signature "very soon", but Departmental advisors believe these rumors were precipitated by the visit to the United States of Canada's Prime Minister MacKenzie King.

It was pointed out however, that King is on his regular autumn vacation visit here, and although it is possible he may stop off in Washington to report progress or even to sign the new Canadian-American pact, there is no direct evidence this visit has any bearing on the pending British and American Treaty.

NO FURTHER EXTENSIONS

NO further extensions for answers will be granted in the motion picture New York anti-trust case past the November first deadline, it was authoritatively learned at the Justice Department this week.

Present advance Departmental plans call for the opening of trial in early December for an estimated court run of between three to five months. It is anticipated that the greater part of November will be consumed with advance-trial legal manoeuverings or prospective further Industry legal conferences with the Department, with the possibility of laying some framework for a consent decree.

It is understood in informed circles here that the Justice Department is prepared to take advantage of the anti-trust law to secure preferential speedy consideration of the Industry equity case in the New York Southern District Court — if Departmental bigwigs decide such strategy is advisable after studying the Industry's answers to the suit due November first. One report is that Senior Judge Knox in New York has already been approached with a view to giving the equity suit right of way on his court calendar about December.

However, a Justice Department contact emphasized this week the final decision as to the Department's strategy will be governed by the pleadings in the Industry's answers to the suit. Then it will be finally decided whether the tentatively contemplated speedy December action will be sought, or a more deliberate mode of attack mapped out. Much also will depend upon the type of Industry-Justice conferences that follow the filing of answers.

ALLIED TO CONFAB WITH MAJORS' COMMITTEE

ABRAM F. MYERS, Chairman of the Board of Allied States Association, and Nathan Yamins, President, announced this week that the Board of Directors of Allied will meet in New York on October 17th to consider the feasibility of meeting with the majors' committee for self-regulation of the Film Industry. If the Allied board approves, a committee will be appointed to carry on separate negotiations with the Industry committee.

Following conferences with William F. Rodgers, acting chairman of the majors' committee, Allied announced that its negotiations must be carried on "separate and apart from those with any other group".

Mr. Rodgers announced that October 19th is the date set for the committee to begin negotiations with the MPTOA and Allied committees in formulating proposals for trade practice policies.

Mr. Rodgers also sent invitations to eight other exhibitor organizations to send representatives to the conference. Those asked to send committees were ITO of Southern California; West Virginia Managers Association; MPTO of Kentucky; Theatre Owners and Managers of the Rockey Mountain Region; Allied Theatre Owners, Inc. of Iowa; ITO of New York; Allied Theatres of Oregon; and MPTO of Virginia.

ARNOLD DEFINES POLICY

Trying to glean a future ray of light on the Justice Department's course of action in the pending film anti-trust suit, as well as the Government's monopoly study, Industry experts here studied the recent address of Assistant Attorney General Thurman Arnold, the Nation's chief trust-buster. The speech, "The Enforcement of the Sherman Act", was delivered before the Missouri Bar Association in St. Louis.

"The only reason that large businesses have been featured so exclusively in anti-trust administration, is the fact that shortage of funds and personnel prevents the Department of Justice from taking up the smaller violators," said Arnold. He has frequently alluded to the fact of anti-trust violation among small businesses.

The speech brought forth the fact, oft repeated by Arnold,that the present staff of legal and other experts is far too small to cope with the many violations of the anti-trust laws. "We cannot police America with the present corporal's guard," he said.

Knocking the past administration of anti-trust laws and the present tendency to seek moral issues in the law, Arnold warned against ignoring economic facts in a search for moral issues.

"Moral issues should have no more to do with the economic problem of the Sherman Act than they have in traffic regulation," he told the audience.

SHORT CIRCUIT CAUSES THEATRE FIRE

Toronto, Ont. — Fifteen minutes after the children's matinee had concluded at the Aster Theatre, Ossington Avenue, at Dundas Street, Saturday afternoon, firemen were called to the building to fight a fire, caused by a short circuit on the stage. Before flames were extinguished damage estimated at $500 to the building and $100 to the contents had resulted. The building, owned by Jacob Smith, is occupied by Sam Firestone.

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Lord and Lady Tweedsmuir Guests At Final Promenade Symphony Concert, Toronto

Exhibitors! Why Do You "Giveaway" Your Profits? Write Us Your Opinion!

Showmen Suggest "Stage-Shows" "Ad Tie-Ups" Supplant "Giveaways"

By MERRYL LEA

WHEN Exhibitors talk — you can hear them. When they have something to talk about that has been a "thorn in their flesh" for a long time, then everybody in the Motion Picture Industry from Coast to Coast can hear what they have to say through the printed pages of The Digest!

Exhibitors feel strongly when it comes to the "giveaway" problem, as this knotty question has given this Industry of ours plenty of headaches, not to mention the amount of damage done the Prestige of Moving Pictures.

We have spoken of the theatres, in Winnipeg, in Montreal, and now in Toronto, which advertise Dinnerware, Petalware, Glassware, and any other 'ware' aside from the legitimate 'wares' of the Showman, who is first, and foremost and ONLY in business to sell PICTURES!

Exhibitors in Toronto have told The Digest just what they think of this HABIT — and it is only a habit which has been formed, as one exhibitor said, "To keep up with the Joneses". In other words YOU RUN YOUR THEATRE WITH THE POLICY OF A GIVEAWAY ON MONDAY, TUESDAY and WEDNESDAY BECAUSE OF YOUR COMPETITION, OR AS THE EXHIBITOR SAYS, "MY OPPOSITION DOES IT — WHAT CAN I DO?"

HERE'S what some Toronto Exhibitors think about "giveaways", and why they use them:

Mr. Ben Borlack of the New Paradise Theatre, located on Bloor Street, Toronto, expresses his opinion on the 'premium' question:

"This theatre on Monday, Tuesday, and Wednesday of each week operates on the 'giveaway' policy. We charge 10c as a Service Charge for those who want the Dinnerware. It's no good — just a few want it anyway. Years ago it was all right — but you've got to have the pictures. If you've got the pictures you're all right!"

MR. HAROLD KAY, of the Fox Theatre, situated on Queen Street, Toronto, said:

"Listen, lady — I'll tell you about this 'giveaway' business. The reason that we give premiums is because WE HAVE TO, first, last and always! There is not a person in the world WHO WANTS TO—THEY HAVE TO!

"Premiums were originally introduced to help gain patronage during the depression—we're still using them. We, as Independent Exhibitors, getting last-run in our district, get the pictures when they're so drained that we've got to do something! Years ago I used the 'giveaway' policy at the Beverley Theatre. I do the same thing at this theatre — and I'm not sorry. I don't say I'm going to buy any more. No Exhibitor wants to have Mrs. Smith and Mrs. Jones bother him!"

MR. TOWNSEND of the Classic Theatre, Gerrard Street East, Toronto, on premiums: "I'm sick to death of it! If everybody else would stop this 'giveaway' business I would too! The former owner of this theatre contracted for FOUR DIFFERENT DINNERWARE SETS — now I'm trying to give them away! For 22 years I've been in this business—what I advocate is BETTER PICTURES! It's better to pay more money for your pictures than buy poor ones. If you have to give your patrons more than a picture, I'm in favour of running Amateur Shows!"

MR. HARRY LESTER, the Bonita Theatre, Gerrard Street East, Toronto: "I want to tell you something — it's a disgrace, absolutely, to our business. It's getting so darn hard. Never in all my years in this business have things been so hard — now I have to run Gift Nite Thursday, and start something on Friday and Saturday as well in order to keep up with my competition. I tell you — you spend from 9 o'clock until 4 buying gifts. When do you get a chance to buy pictures? You've got to have time to pick pictures! In the old days you could fight and take your chance the same as your competitor. To-day it's dinnerware, gift nite and whatnot.

"All 'giveaways' should be prohibited! You have to put a table in your front lobby, and put table lamps, floor lamps, dishes — it breaks your heart to have to look at it. It ruins Show Business!"

NO Showman wants to give away a share of his profits! No Showman wants to lower the standard of the pictures he plays! No Showman wants to spend his time arranging the purchase of 'just the right pattern of dinnerware that will appeal to the female of the species'! Every exhibitor wants to buy pictures only! Don't let the Exhibitors fool you when they tell you they are in business solely to make money! Exhibitors, if they run one house or a dozen — love Show Business! They take a pride in the fact that their theatre draws a bigger crowd than their competitor's house! The monetary profits mean plenty — but what a kick the Exhibitor gets out of making a 'lemon' yield plenty of 'juice'.

If you have to contend with getting your product when its old, why not spend your energy and money on advertising and exploitation? Tie-up with local stores and district papers. Run amateur shows, use every Showman's trick you have — but keep your business *Show Business!*

EXHIBITORS — write The Digest your opinion! What do you think of the 'GIVEAWAY HABIT'? Why do you use this method of gaining patronage for your theatre? If Exhibitors united to kill the 'giveaway habit', would you join in enthusiastically?

This invitation for the expression of your opinion is extended to those men in the Moving Picture Business WHO ARE TRUE SHOWMEN!

Due To Complaints From Independent Exhibitors, Committee Considering Extending "Movie Quiz" Contest To March 1

Shooting the Stars

FRANCHOT TONE, following his successful comedy performance in "Three Loves Has Nancy", has drawn another humorous role at M-G-M; he will play opposite FRANCISKA GAAL in the continental comedy, "KATHERINE THE LAST", which goes into production immediately . . . eight supporting roles were assigned this week for "LITTLE PRINCESS", SHIRLEY TEMPLE'S Technicolor picture now in production at 20TH CENTURY-FOX; featured roles were handed to IAN HUNTER, MILES MANDER, MARY NASH and CESAR ROMERO; RICHARD GREENE and ANITA LOUISE have the romantic leads; four child players, Sybil Jason, Marcia Mae Jones, Deidre Gale and Ira Stevens are among the supporting players . . . . Young PETER HOLDEN of Broadway stage fame will appear with JOHN BARRYMORE in his debut picture, "THE GREAT MAN VOTES", Barrymore having been signed this week by RKO RADIO for this CLIFF REID production . . . with the signing of PAT BRADY, GEORGE CHESEBRO and ART MIX, COLUMBIA this week completed the roster for "NORTH OF TEXAS", CHARLES STARRETT'S latest starring picture . . . OLIVIA DE HAVILLAND and HENRY O'NEILL will have leading roles in "DODGE CITY", advises a wire from the WARNER BROS. studio; the studio is still seeking an Englishman to play the principal male role . . . CLAIRE TREVOR has been engaged by WALTER WANGER to play the feminine lead in his forthcoming production of "STAGECOACH", which will be directed by JOHN FORD and released through U.A. . . . at the insistence of LIONEL BARRYMORE, REGINALD OWEN has been chosen to replace him as Scrooge in Dickens' "A CHRISTMAS CAROL", to go into immediate production at METRO - GOLDWYN - MAYER; Barrymore is recovering from a recent illness . . . LOUISE BEAVER, beloved "Mammy" of "Imitation of Life" and "Rainbow on the River", plays a featured role with ANN GILLIS, EDGAR KENNEDY, BENITA HUME and SPANKY MacFARLAND in TOM KELLY'S forthcoming RKO RADIO release, "PECK'S BAD BOY WITH THE CIRCUS" . . . . GEORGE BRENT, last seen with BETTE DAVIS in "Jezebel", will be her leading man again in "DARK VICTORY", screen version of the popular stage play to be filmed by WARNER BROS. . . . TERRY KILBOURNE, juvenile British actor who won favor for his performance in "Lord Jeff", has been borrowed from M-G-M for a featured role in HAL ROACH'S "TOPPER TAKES A TRIP", to be released by UNITED ARTISTS . . . . . CONSTANCE BENNETT has been signed by 20TH CENTURY-FOX for a stellar role in "TAILSPIN"; other two feminine leads will be played by ALICE FAYE and NANCY KELLY . . . MARC LAWRENCE, DICK CURTIS, and DWIGHT FRYE have been added to the cast of COLUMBIA'S "ADVENTURE IN SAHARA", starring PAUL KELLY, with LORNA GRAY in the feminine lead.

Jane Bryan, Warner Bros. player, who has a featured role in "Brother Rat".

Trans - Canada Showings

TORONTO

AVENUE
"Algiers" (Wanger - U.A.), starring Charles Boyer, with Hedy Lamarr.

IMPERIAL
"That Certain Age" (Universal), starring Deanna Durbin, with Melvyn Douglas and Jackie Cooper.

LOEW'S
"Boys' Town" (M - G - M), starring Spencer Tracy and Mickey Rooney.

SHEA'S
"Hold That Co-Ed" (20th Century-Fox), with John Barrymore, George Murphy and Marjorie Weaver, and "Mysterious Mr. Moto" (20th Century-Fox), starring Peter Lorre.

UPTOWN
"My Lucky Star" (20th Century-Fox), starring Sonja Henie and Richard Greene.

MONTREAL

LOEW'S
"Give Me A Sailor" (Paramount), starring Martha Raye and Bop Hope. Also stage show.

HIS MAJESTY'S
"Damaged Goods" (G-N).

ORPHEUM
"Breaking the Ice" (RKO Radio), starring Bobby Breen, and "Fugitives for a Night" (RKO Radio), with Frank Albertson.

PALACE
3rd week. "Marie Antoinette" (M-G-M), starring Norma Shearer and Tyrone Power.

PRINCESS
"I Am the Law" (Columbia), starring Edward G. Robinson, and "City Streets" (Columbia), with Edith Fellows and Leo Carrillo.

SAINT JOHN

CAPITOL
"Carefree" (RKO Radio), starring Fred Astaire and Ginger Rogers.

EMPIRE
"Big Broadcast of 1938" (Paramount), starring W. C. Fields, and "Charlie Chan on Broadway" (20th Century-Fox), starring Warner Oland.

PRINCESS
"Everybody Dance" (G-B), starring Cicely Courtneidge, and "The Harvest (Republic), with Alice Brady.

REGENT
"Three Blind Mice" (20th Century-Fox), starring Loretta Young and Joel McCrea.

STRAND
"Blockheads" (M-G-M), starring Laurel and Hardy, and "A Girl With Ideas" (Universal), with Walter Pidgeon and Wendy Barrie.

WINNIPEG

CAPITOL
"Letter of Introduction" (Universal), starring Adolphe Menjou, Andrea Leeds, Edgar Bergen and Charlie McCarthy.

GAIETY
"Lord Jeff" (M-G-M), starring Freddie Bartholomew and Mickey Rooney, and "Love, Honor and Behave" (Warners), starring Wayne Morris and Priscilla Lane.

GARRICK
"Amazing Dr. Clitterhouse" (Warners), starring Edward G. Robinson, and Claire Trevor.

LYCEUM
"Breaking the Ice" (RKO Radio), starring Bobby Breen, and "Danger on the Air" (Universal), with Donald Woods.

METROPOLITAN
"Room Service" (RKO Radio), starring the Marx Bros., and "The Chaser" (M-G-M), with Dennis O'Keefe.

CALGARY

CAPITOL
"Too Hot To Handle" (M-G-M), starring Clark Gable and Myrna Loy.

ISIS
"The Buccaneer" (Paramount), starring Fredric March.

STRAND
"Algiers" (Wanger - U.A.), starring Charles Boyer, with Hedy Lamarr.

VARIETY
"Port of Seven Seas" (M-G-M), starring Wallace Beery, and "Bulldog Drummond in Africa" (Paramount), with John Barrymore.

VANCOUVER

BEACON
"Arson Racket Squad" (Republic), with Bob Livingston, and "Come On, Leathernecks" (Republic), with Richard Cromwell. Also stage show.

CAPITOL
"Boys' Town" (M-G-M), starring Spencer Tracy and Mickey Rooney.

DOMINION
"Love Finds Andy Hardy" (M-G-M), starring Lewis Stone, Mickey Rooney and Judy Garland.

ORPHEUM
"Hold That Co-Ed" (20th Century-Fox), with John Barrymore, George Murphy and Marjorie Weaver. Also stage show.

STRAND
"Blockheads" (M-G-M), starring Laurel and Hardy, and "Gangs of New York" (Monogram), with Charles Bickford.